



Healthy Young Children & Families Sub-Committee Meeting

Meeting Minutes-October 25, 2018

1:00 p.m. to 3:00 p.m.

Children & Families First

91 Wolf Creek Boulevard

Dover, DE 19901

Attendance: Barbara Johnson, DE Readiness Teams; Paulina Gyan, Division of Public Health; Jamie Walko, Office of Early Learning; Mary Moor, Division of Prevention and Behavioral Health Services; Dawn Alexander, Colonial School District; Jenny Marlow, EHS; Sue Campbell, B23; Leslie Newman, Children & Families First

1. Welcome & Call to Order

- Leslie Newman welcomed everyone and called the meeting to order.
- All attendees introduced themselves and what agency they represent.

2. Approval of Meeting Minutes

- Meeting minutes from September were approved with two minor edits.

3. QT 30

- Leslie Newman provided a brief overview of QT 30 and the importance of spreading the message and engaging partners that we identified at the last meeting. Paulina Gyan reviewed data provided by Worldways on web reviews on DeThrives as well as social media reviews including Facebook engagement. The document Paulina reviewed is attached to these minutes for reference. The group discussed the need for more data on the reach of messages (tweets; posts; blogs; etc.)

The remainder of the QT 30 discussion was broken out into two sections, promoting the resource and identifying the message. Ideas generated around promoting the resource included:

- Link to booklet on other partner websites
 - consumer education website, mychildde.org
 - OEL website
 - Project Launch, mentalhealthde.com
- Develop Postcard to include in packets of information such as CDW and kindergarten registration packets
- Explore the feasibility of developing an app
- Conduct presentations at various meetings like the Early Childhood Special Education Coordinators meeting
- Submit articles to include in newsletters (REACH-DE Stars; Home Visiting)
- Advertise at libraries, faith based organizations (Sunday School); WIC offices/Social Services; early intervention providers (i.e. Easter Seals)

- Connect with the AAP to try and get them to spread the message to pediatric families
- Partner with private businesses like Delmarva Power as well as connecting with the Vision Coalition, Business Roundtable, Wilmington Rotary and updating the DECC.

Ideas generated for messages we could possibly use to promote the importance of spending quality time with children included:

- we all have a part to play
- making time with your child
- quality counts
- invest in your child
- make your time count
- help your child thrive, spend quality time with them each day

The committee agreed that this verbiage could be passed on to Worldways or another social marketing vendor for further development. The committee would like the message to be captivating and have the ability to be used in a variety of platforms, post cards, bus wraps and billboards. The committee also discussed the possibility of developing a video contest on social media which has the potential of creating a more impactful personal video instead of spending money on the production of a professional video.

4. Updates

- Jamie Walko provided a brief update on the ECIC committee. The committee was asked by DECC to draft a recommendation for a future request for proposal (RFP) for the Child Development Block Grant. The group met in September and developed a proposal that included having three Inclusion Specialist in each county that would be trained to use the inclusive classroom profile. John Fisher-Klein from OEL is drafting the RFP which is due in November. Jamie also mentioned that the group hopes to complete the updates to the Inclusion Guide by November.
- Mary Moor informed the committee that Project Launch started its 5th and final year of the project on September 30th. They are hoping that the federal government will be giving them the opportunity to carry over funding for a partial 6th year. As far as activities, Mary stated that it has been business as usual and they have been doing a lot of work with Worldways to promote mental health with a focus on these early years. Mary also discussed the progress the Days of Wonder parenting group as made with 7 parents attending 2 of the meetings recently. She feels the group finally has momentum and she is hopefully that engagement will continue.
- Paulina Gyan provided some updates on ECCS activities. They held a Books, Balls and Blocks Event that included eight interactive stations that were relevant to developmental milestones for parents and children visit. The event took place at the Rt. 9 library and was attended by 64 parents and 34 developmental screens were provided to children in need. The committee discussed the possibility of future Books, Balls and Blocks events at Warner and Stubbs elementary schools. Paulina also discussed the implementation of a training series for families titled "Champions for Young Children" which will build family leadership capacity in communities. Twenty-two parents registered and 14 attended the first session. ACEs and 2-1-1 are topics for the second session of the 4 session series. The hope is to have an engaged pool of parents to create a council and connect and interact with counterparts from the NJ Parent Council.

5. Next Steps/Follow-up

- Request time on DECC agenda-Leslie Newman
- REACH-STARS Newsletter-?
- Home Visiting Newsletter-Crystal Sherman
- Postcard Development-Worldways-Paulina Gyan

- DMV-Paulina Gyan
- Delmarva Power-Sue Campbell
- Co-Op Delmarva-?
- Business Round Table and Vision Coalition-Leslie Newman
- Adopt a Family-Jamie Walko
- Toys for Tots-?
- Parks and Recreation-Barbara Johnson

6. Next Meeting

- The next meeting will take place on January 17, 2019 at 2:00 PM at Children and Families First Dover office.

DE Thrives QT30 Social Media and Web Review

WEB REVIEW (July 1 2017 – June 31 2018)

Sessions – 379 Sessions

New Users- 311 users

Average Pages / Session – 2.69

Average Session Duration – 01:23

Top Pages

Page paths	Page views	Unique page views	Avg. time on page
/activities	261	231	1:30
/early childhood development	99	82	1:27
/qt community	36	33	00:16

SOCIAL MEDIA REVIEW (July 1 2017 – June 31 2018)

Social media promotion ended December 2017 with no budget left to continue.

QT - 30 Social Media Posts

- 45 Facebook Posts
- 135 Tweets

Topics

- Benefits of spending quality time (boosts problem solving skills, language skills, motor skills)
- Outdoor activities
- Indoor activities
- Seasonal activities
- Activities on a budget
- First 1,000 days is crucial message

Blogs

QT30: SUMMER SPLASH

QT30: ENCOURAGE YOUR CHILD TO GET UP AND GET MOVING!

QT30: ALTERNATIVE ACTIVITIES WITH ARTS AND CRAFTS

QT30: FALL DECORATIONS

QT30: FALL QUALITY TIME ACTIVITIES

QT30: COOK UP SOME FUN IN YOUR KITCHEN WITH THESE QT30 ACTIVITIES!

Mentions QT 30

DEVELOPMENTAL SCREENING: FUN ACTIVITIES THAT WON'T BREAK THE BANK

HELP ME GROW: PARENTING ASSISTANCE FOR A HEALTHY BABY

DEVELOPMENTAL SCREENING: KEEP BABY ON TRACK